

Patents

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Bertram et al.

Serial No. 09/708,890

Filed: November 8, 2000

For: Method and System for Providing  
Dynamic and Real-Time Air Travel  
Information



) Art Unit: 3629

) Examiner: J. Ouellette

**SECOND SUPPLEMENTAL DECLARATION OF PRIOR INVENTION  
PURSUANT TO 37 C.F.R. § 1.131**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

We, being duly warned, hereby declare and say:

1. We, Jeffrey Mark Bertram and Albert Edward Houck, III, are named as joint inventors in the above-identified application.
2. The present application has been assigned to the current and sole assignee, Delta Air Lines, Inc. ("Delta"), as evidenced by Reel 011316 and Frame 0146 of the recordation records at the U.S. Patent and Trademark Office.
3. We, Jeffrey Mark Bertram and Albert Edward Houck, III, (collectively "the inventors") were employed by Delta at the time of the filing of the present application.

4. Jeffrey Mark Bertram was a manager for customer service programs at Delta at the time of filing the present application.

5. Albert Edward Houck, III was a manager at Delta Technology, a subsidiary of Delta, at the time of filing the present application.

6. We, Jeffrey Mark Bertram and Albert Edward Houck, III, were hired by Delta and Delta Technology to, among other duties, create the invention described and claimed in the present application.

7. In the fourth and final Official Action, mailed September 7, 2004 in connection with the present application, the Examiner relies on the following references, either alone or in combination, to make various rejections of the pending claims:

i. "American Airlines Unveils New Passenger-Oriented Gate Information Display System at O'Hare International Airport," American Airlines Press Release, April 3, 2000;

ii. Published U.S. Patent Application No. US 2001/0032121 A1 to Le, claiming a priority date of December 8, 1999;

iii. "Northwest Airlines E-Service Centers Make Holiday Travel Easier at Hartsfield International," Northwest Airlines Press Release, December 23, 1999; and

iv. Published PCT Patent Application No. WO 95/27949 A1 to Ross, filed April 12, 1995.

The Examiner relies on the Ross published application only in combination with the other references to reject certain claims.

8. We, Jeffrey Mark Bertram and Albert Edward Houck, III, conceived the inventions recited by the claims of the present application in the United States prior to December 8, 1999, the earliest date of the references, other than the Ross published PCT application.

9. Exhibits A through H attached to this supplemental declaration are evidence showing that we, Jeffrey Mark Bertram and Albert Edward Houck, III, conceived the invention recited in the claims of the present application prior to December 8, 1999 and diligently reduced the invention to practice.

10. The technology disclosed in the present application is generally referred to at Delta as the Gate Information Display System (GIDS). The inventors originally referred to GIDS as a Customer Information Display. Meeting notes dated August 26-27, 1997 reflecting content topics for information to be displayed to passengers at a gate location are attached hereto as Exhibit A. For example, the inventors contemplated displaying flight information, boarding information, standby lists, and other information at a gate to assist the boarding process. Exhibit A, p. 3. These meeting notes specifically refer to displaying individualized standby information indicating names of passengers that have cleared standby and those "who might not make the flight." Exhibit A, p. 5.

11. A diagram, dated August 11, 1997, illustrating the subsystems that provide passenger-specific information to the GIDS is attached as Exhibit B. The passenger-specific information to be displayed on the GIDS according to this diagram includes flight legs, standby information, boarding announcements, destination weather, and advertising. Exhibits A and B fully support the functional and structural components recited in independent Claims 18, 31, 41, 48, 54, 66, 70, 73, 76, and 79 for displaying passenger-specific data including passenger standby information.

12. The development of GIDS was part of a larger system-wide project at Delta. As the diagram in Exhibit B illustrates, Delta undertook to transform legacy systems that operated on a "query/response" basis to dynamic systems that delivered information on a "real time" or "near real time" basis. Exhibit B shows the legacy systems on the left-hand side and dynamic systems on the right-hand side of the diagram.

13. Delta worked with a company by the name of TransQuest, Inc., the predecessor to Delta Technology, to assist with the implementation of GIDS. Exhibit C is a TransQuest Project Initiation Document, dated September 4, 1997, stating that GIDS will have "the capability to display the passenger names on the standby list," "[s]eats available," and "any passenger names who have been cleared." Exhibit C, ¶¶ 3, 4, 5. Exhibit C further supports displaying passenger-specific information as stated in independent Claims 18, 31, 41, 48, 54, 66, 70, 73, 76, and 79.

14. A large part of the development work in 1997 and 1998 involved upgrading Delta's infrastructure so that its systems could support the delivery of passenger-specific information to passengers. For example, Delta created new computing systems that could provide passenger and flight information dynamically to the GIDS located at each gate.

15. Other development work that took place in 1997 and 1998 included the creation of new databases so that passenger-specific information could be displayed on the GIDS and the design of software to operate the GIDS and to display information to passengers in an appropriate and understandable format.

16. Exhibit D contains development notes of Jeffrey Mark Bertram from approximately December 1998 through February 1999 concerning how the GIDS should display various pieces of flight and passenger information. Exhibit E contains development notes of Jeffrey Mark Bertram from approximately February or March 1999 concerning how the GIDS should display various pieces of flight and passenger information. Passenger information referenced in the notes in Exhibits D and E includes seat assignment, connection, and standby information as identified in the independent claims.

17. Exhibit F is a document dated June 16, 1999 containing inventor Jeff Bertram's notes from a meeting concerning the rollout of a prototype of the GIDS. The

notes identify information to be displayed on the GIDS including seating and standby information.

18. Exhibit G is a document created in approximately August of 1999 showing ongoing revisions to the text displayed to passengers on the GIDS.

19. We, Jeffrey Mark Bertram and Albert Edward Houck, III, further declare that we were reasonably diligent in reducing the claimed invention to practice. The GIDS was launched in a pilot program in late November 1999 at the Jacksonville airport. A copy of a marketing brochure describing the GIDS as it was launched at the Jacksonville pilot is attached as Exhibit H. The brochure illustrates standby and upgrade lists displayed with passenger-specific information including the passenger's first initial, first three letters of the last name, and rank number on the list.

[SIGNATURE PAGES FOLLOW]

Serial No. 09/708,890

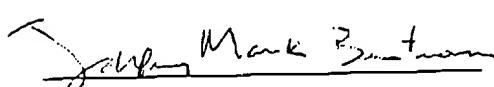
## 20. Each inventor further declares:

All statements made herein of my own knowledge are true, and that all statements made on the information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements and the like so made may jeopardize the validity of this declaration, the subject application or any patent issuing thereon.

EXECUTION PAGE FOR JEFFREY MARK BERTRAM ONLY

EXECUTION FOR ALBERT EDWARD HOUCK, III ON NEXT PAGE

Respectfully submitted,



Jeffrey Mark Bertram

11/5/2004

Date

Serial No. 09/708,890

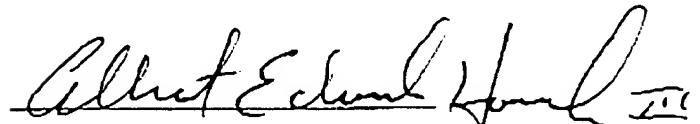
## 21. Each inventor further declares:

All statements made herein of my own knowledge are true, and that all statements made on the information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements and the like so made may jeopardize the validity of this declaration, the subject application or any patent issuing thereon.

EXECUTION FOR JEFFREY MARK BERTRAM  
(SEE PREVIOUS PAGE)

EXECUTION FOR ALBERT EDWARD HOUCK, III ONLY (BELOW)

Respectfully submitted,

  
Albert Edward Houck, III      11/5/04  
Date

K&S Docket: 16600.105005

## Field User Focus Group Meeting Session Notes

August 26-27, 1997

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### CUSTOMER INFORMATION DISPLAY

## Business Requirements Definition

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### Key Focus Areas

The information requirements at the gate vary and are dependent upon which stage of the boarding process is in effect. The stages of the boarding process can be described as follows:

*Idle*: In between flights, last flight closed out, next flight not yet opened.

*Pre-Arrival Check-In*: Flight opened, inbound flight not arrived, check-in started.

*Pre-Boarding Check-In*: Flight opened, check-in started, not yet boarding.

*Boarding*: Still checking-in, boarding started.

*Departure*: Boarding complete, no longer checking in passengers, closing flight.

Information displayed at the gate can be divided into four basic areas:

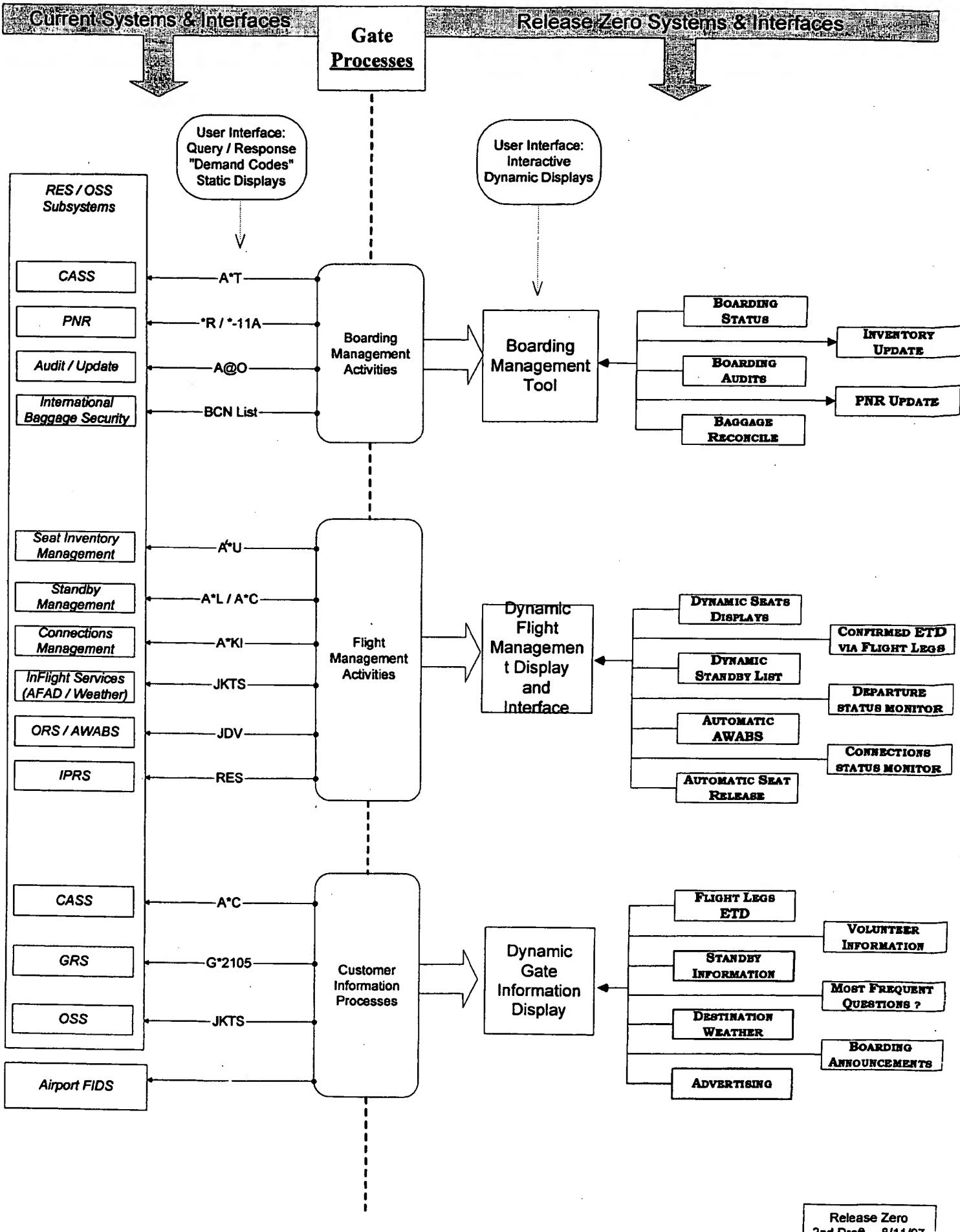
- Flight Information
- Boarding Information
- Standby list status
- Other (exception based information, gate agent discretion, advertising )

**Boarding**

- Estimated time until boarding starts
- Flight Close-out time ( Be on board 10 minutes before departure).
- Summary of what documents you need to board.
- Carry-on baggage rules.
- Boarding Rows ..... ( Multiple Languages )
- General Boarding Procedure ( sequence of rows).
- Child / Infant Rules.
- Carry-on Baggage Placement Guidelines.
  - 2 bag limit
  - Size limit
  - "As a courtesy to other passengers, please use SizeWise."
- Wheelchair/stroller check.
- Video for carry-on baggage problems.
- Information about "good to go" status with an example of OK document ( highlight where seat ID is on card).
- Standby information:
  - List of passenger names who might not make the flight.
  - Stand-by list "closed"/open status.
  - Instructions about WHEN standbys will be cleared.
  - Displaying names of those cleared that need to check with agent.
  - Instructions to remain in lobby (not board) until list cleared / agent list is cleared.

**Departure**

- Flight Departed - Check with information counter.



# Gate Information Display

Publish Date: 9/4/97

Version: DRAFT/EDIT 1

## Project Initiation Document

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Copyright 1997 TransQuest, Inc. All rights reserved

**Requirement: Provide dynamic status information to stand-by passengers****Requirement Number: GACD-004*****Problem Statement:***

Customers need better information to decide whether to wait on a stand-by list for a seat, to change to another flight, or to take an assigned seat and forego an upgrade. There is much controversy at many gates about when stand-by's will be cleared, and what a customer's chances are to get on the flight or obtain an upgrade.

***Assumptions:***

- Names of passengers on a standby list will not be displayed in the default configuration. Only summarized information such as number of people on the list, or number of available seats will be displayed.
- The display devices can be controlled from a local software application.
- The User Interface system will integrate the CID management tool into the desktop for easy user access.
- The type of information displayed is always subject to change based on customer and agent feedback as well as changes in corporate policy.

***System Features:***

1. The CID system shall be capable of continuously displaying standard standby passenger instructions during the check-in and boarding phases. This information will include information regarding when standbys will be cleared; reminders to stay the gate area if an upgrade is desired.
2. The CID system shall be capable of displaying changes to the status of the standby list when this information is received from the Flight Management System. The status changes will include: Standby list is closed; First class is full; All cabins are full.
3. The CID system shall be capable of collecting and displaying a standby list summary information with information received from the Flight Management system. This will be a dynamic display constantly updated with data received from the Standby List application. This information will include: Passengers on list ( by cabin / status); Seats available ( by cabin).

4. The CID system shall provide the agent the ability to display any passengers names who have been cleared by the Standby List application.
5. The CID system shall ( as an option via the Standby List application ), provide the agent the capability to display the passenger names on the standby list. This list will be dynamic ( updated via notification from the Standby List application ) and will be displayed on a device in or near the gate podium. The list will include as a minimum: Passenger Name ; Standby classification ( First / Business / Coach cabin, Upgrade , No Seat Available).

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

## GID Screen

### Idle Mode

- (2) Code share flights are all listed together and there are no airline codes (makes it confusing and hard to read) Are codeshare flight numbers supposed to be on this screen?
- ( ) When arrival is a codeshare, the arrival screen does not show
- Next departure to... "to" needs to be lowercase and there needs to be a period at the end of the sentence
- Check-in time of next flight is not getting passed the whole sentence or flight number... only the time shows up
- Next arrival screen needs to say arrives "from" (right now it says arrives "to")

### Departure Mode

- (4) The arrival is filtered out in the left bar 10 minutes after the landed event... this should be after the IN event.
- (4) Flight time to destination: The arrival time stayed at the scheduled arrival time, not the ETA
- (5) After receiving a system departing flight delay, the alert text eventually disappeared, but the screen stayed in the loop
- (5) When a flight was delayed twice, it put two departing flight delay alerts on the screen instead of just overwriting the first one
- (5) Always get an arrival delay (I believe it's triggered by the ON event)
- (5) Tried to remove the arrival delay alert and it removed the alert panel text, but kept the item in the loop
- (5) The arrival flight delay was removed, but it reappeared (several times within same flight)
- (2) Arrival flight delay screen in the loop is using the idle mode screen
- (5) There was a departing flight delay and time changed in the left bar, but it cleared the alert text and didn't put departing flight delay alert into the loop
- (2) The next arrival appears in the left bar even if the flight is a couple hours away
- ( ) The estimated boarding schedule should not have spaces before the a/p
- When received a system departing flight delay, the alert text was wrong... should be "Departing Fit Delayed"
- Free-form message/alert are displaying the wrong movie... the one with a blue border
- Arrival is always being shown below the departure
- We did not get a departing flight delay message when the flight was delayed 10 minutes
- When received a delay event, automatically displayed delay message but cleared alert panel of other alerts; plus "DEPFLTDELAYEDGEN" appeared in the alert panel
- There are two "Carry On Policy" screens
- The building of the right pane (opening.swf) should only run at the beginning of the mode (it now runs at the beginning of the loop)
- When a departure time delay was received, the message "Dep Time Delayed" appeared in the right hand list box of GID Manager, but no alert appeared and no screen entered the loop (the name of the agent message is "Departing Flight Delayed")
- Crown Room screen had time as 8:00 a.m. (should only have "a" and not "a.m")
- The seating screen title said "Seating" and then changed to "Aircraft" when it showed the information and then it put both titles on top of each other
- There is a "Seating and Res. Policies" screen that should not be in there

### Departure/Boarding Mode

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

- (5) Once enter boarding mode, the arrival information in the left bar disappears
- ( ) Boarding Sequence - "First Class" needs a capital "C"
- Flight Time to Destination screen: The arrival time shows "ARRIVAL TIME"
- The wrong seating movie (the prototype version) is getting displayed in addition to the correct one
- Does not show "Final Boarding Call" in the boarding strip
- When a flight is dispatched, the alerts should no longer display in the alert panel
- Boarding strip at bottom just changes the numbers – need to issue a play action to get the full animation sequence
- Once start boarding, the boarding time in the left bar should disappear
- When closed flight in the boarding section of GID Manager, the "Flight Dispatched" screen appeared in the boarding mode and the loop stopped, but the departure/boarding mode loop continued and just added a "Flight Dispatched" screen to the loop. The departure/boarding mode should display the "Flight Dispatched" screen, stop the loop and take away the boarding strip at the bottom.
- **Boarding**
  - The big blue "Now Boarding" screen does not last long enough
  - The current time is not dynamically updated and does not update until a new section is boarded
  - The big blue "Now Boarding" screen does not always appear (can't find a pattern)
  - City (in the left bar) was changing between "City 1" and "City 2". This flight should only have had one city, plus the city name was not displayed.
  - The boarding strip only puts the section name and not "Now Boarding...."
- General**
  - Volunteers needed
    - Delta Dollars information does not show up on the screen (this information is in a second screen) if don't specify next flight information
    - If have the check box checked to send flight information and then edit the message, the check box does not come back checked
    - (alert\_volunteers.swf)does not last long enough
    - Is the ".00" in the dollar amount needed?
  - None of the movies that have two screens worth of information are showing the second screen. The screens that have two movies are: Requesting Volunteers, Seating and Res. Policies (idle mode).
  - Estimated boarding schedule does not have the dots leading to the times
  - Aircraft Substitution (alert\_aircraft\_sub.swf) does not last long enough.
  - Seat\_Res\_policy.swf does not last long enough.
  - Carry-On Policies (baggage.swf) does not last long enough
  - Estimated Boarding Schedule should last longer (est\_board.swf)
  - If a free-form message is not an alert message, it inserts a blank in the alert panel
  - The flight time screen uses the origination city rather than the city we are in.
  - The estimated boarding schedule/times is different than the schedule in the GID Manager (they are five minutes apart)
  - Equipment details screen: "range" needs an uppercase R

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

## GID Manager

### Modify GID Tab

- (3) If double-click on an entry in the right side list box to edit the message, once I edit the message and press OK/Cancel, the focus should return to the right side list box (the entry that was edited should be highlighted...right now it just has the focus rectangle around it)
- (next release) There should be a "This Flight Canceled" entry in the left list box. When this is chosen, it is the same dialog box as "Flight Canceled" except without the Flight Type drop-down combo box. When this option is chosen, the loop should stop and display the appropriate Flight Canceled screen.
- (5) The GID Manager does not listen for an event change (e.g. when a flight is delayed, the information is not changed in the GID Manager)
- (4) Boarding schedule should not allow boarding of 3 rows or less as a section (back section should take the extra rows)
- Take Flight Dispatched out of the left-hand side list box
- Get a Dr. Watson when do a "Remove All"
- After receiving a delay message, the GID manager was closed and reopened. Once reopened, the alerts on the right side were not repopulated, but the screens were still in the loop.
- The Arrival Backup dialog is not listed
- When an entry in the left side list box is highlighted, pressing the Enter key on the keyboard should act as an Add button press
- When an entry in the right side list box is highlighted, pressing the Enter key should display the appropriate dialog box for editing
- Edit Information button label should be "Edit Information..." (button will probably need to be made longer)
- Boarding Schedule: "Flight Closed" should be "Flight Dispatched"
- "Remove"/"Remove All" buttons should have the arrow on the left side of the label
- The Add button label should change to "Add..." if a dialog box will be presented to the user
- When double click on an entry in the left hand list box, should act as an Add button press
- The board time is wrong – this is being sent by the server
- The check-in time is wrong (was correct in the idle mode loop, however) – this is being sent by the server

### Dialog Boxes (general)

- (3) The text fields should either have masks on them or they should have error checking because right now, I can type anything in them. A mask would make it so that the agent doesn't have to type the ":" for times
- (4) Need error checking (i.e. if choose a delay reason that needs a city, then should not be able to leave city blank)
- The OK and Cancel buttons should not have mnemonics (the enter key should work for the OK button and the Escape button should work for the Cancel button)
- Can the dialog boxes at least have the flight number defaulted in the dialog boxes (when appropriate) since it is already in the textbox on the previous screen?
- There are some canned message options that are not supposed to be on there

### Aircraft Substitution dialog

- EQP # should default to "1" (or the last number entered)

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

■ Awaiting Seat Assignment

- Shows up as an alert (text appears in the alert panel) even though it is not meant to be an alert

□ Departing Flight Delayed

- (4) Should be able to enter a reason without specifying the ETD/ETA of the flight
- When type in an ETD and ETA, the times do not show up in the movie; however they show up on the left bar and then get set back to the system times.
- If enter a specific message and then change to a generic, it adds a second flight delayed screen to the loop (does this happen if start with a generic message?)
- The up/down arrow keys on the keyboard scroll through the entries in the Reason drop-down combo box. When the scrolling gets to Weather or Air Traffic Control, it should not jump focus to the City textbox...the city textbox should just become enabled.
- Had entered a reason, but then edited it at a later time to show no reason, but it still displayed the old reason (just took the city away) [on 10/29 it displayed a second delay screen in the loop]

■ Edit Flight Info

- The cities default to city names
  - there should only be a default in the first textbox (or the others if there are different city names)
  - should allow for both city codes and city names to be entered
- Codeshare flight number appeared in the Airline Code column

□ Flight Canceled

- ( ) I first pressed OK without entering information. Then I edited the information. It added a second Flight canceled screen to the loop; however the flight panel text changed correctly.
- (1) Flight Type drop-down combo box should be listed above the Cities
- If enter a specific message and then change to a generic, it adds a second flight canceled screen to the loop (does this happen if start with a generic message?)
- The additional comment did not appear.

■ Flight Dispatched

- Never appeared in the loop whether added in GID manager or by the system

■ Flight Full dialog

- The departure time of the next flight does not display correctly on the GID screen
- No information is displayed if do a detailed message
- When tried to enter a generic message with a standby message, there was an error message saying 'Please enter the detailed info'
- There is not a need for the alternative message drop-down box
- The standby message option displayed to the agent is not the message that should be displayed on the GID screen. The mapping is as follows:

No Standby Message => <blank>

All standbys transferred automatically => "All standby customers have been transferred to the next flight's standby list."

If want to be transferred, see agent => "If you would like to be transferred to the next flight's standby list, please see an agent."

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

**Free-form dialog**

- (4) The number of characters needs to be limited to ??? in the Alert Subject textbox
- (4) The number of characters needs to be limited to ??? in the message textbox.
- The alert is using the wrong movie
- Get a Dr. Watson error when try to add a free-form message from the Concourse tab. Also got one when tried to edit the free-form message already added.
- Do not double space on an "enter" in the message area.
- Message textbox should be a multi-line textbox

**Requesting Volunteers**

- (5) Next flight to...."fit" should not have a period after it and it should have a capital "F"
- Next flight needs to be an option that is selected (may not want to specify that information)
- The amount should be limited to 3 characters
- Standby Customers Wait Until Called**
- Shown as an alert and it is not

**Boarding Functionality**

- (5) When change the start/stop rows or boarding time, the schedule is not receiving the change and therefore does not display the row schedule
- (2) Had dispatched the flight and the loop stopped, but then I tried boarding a row again and it went into the boarding mode at the bottom, but kept "flight dispatched" as the loop

**Using Mouse**

- (5) It only begins boarding by clicking on First Class. You can not click on any other row to have it begin boarding.
- If first class is the only row highlighted (currently boarding), the "stop boarding" functionality doesn't work
- When clicked on once with left button, and the row is currently not highlighted, that row will highlight and cause a now boarding message using those row numbers. Any rows before/above it will highlight.
- When click on First Class while it is highlighted, this will cause all rows below/after it to unhighlight and will stop boarding (return to departure mode). Another single left click will highlight First Class and return to departure/boarding mode.

**Using Keyboard**

- The row to be boarded next will have a dotted line of focus around it. The spacebar will cause that row to highlight and a now boarding message for that section. Any rows before/above it will highlight. (In the case of first class, should work the same as a single click)

**Overall**

- (3) Need the ability to enter a 3 letter city code OR city name and it does the appropriate conversions
- (3) When on a Concourse GID, should be able to scroll the messages list box (if applicable)

Priorities are shown in parentheses. Scale is 1 to 5 (with 1 being low)

## Overall

- (3) There should only be three city textboxes on the applicable screens (specifically on the Arrival Backup screen and the GID Flight Info dialog)
- (2) How do I change to display information for a different flight (i.e. boarding schedule, etc.)
- Should the city codes be city names or can they be converted for display on the GID screen?
- Name of the application should be GID Manager (not Task Manager)
- All messages seem to be showing as alerts.
- Sometimes a message that shouldn't be an alert does not display alert panel text, but once another alert puts text there, the alert text for the previous one appears as well.
- After a new flight was opened in the GID Manager, the messages that were added for the previous flight are defaulted (multiple times) in the right side list box. If I try to remove or remove all, I get a Dr Watson.

## Formatting

- Times, flight numbers, and gate numbers should not have preceding zero's
- times should be formatted with no space before the a/p
- Seat map: "First Class Cabin" and "Coach Cabin"
- Meals need to have an uppercase "c" for the word cabin
- The meals should not be all capital letters...only the initial letter should be capital
- Code Share: Aeromexico is one word
- If the state is going to be displayed, there needs to be a space after the comma
- All sentences should have a period at the end
- Flight Time: No dashes before and after the word "to"
- The "#" should not precede the flight numbers
- In-Flight Service: When there isn't a meal, it should say "Beverage"
-

2191  
SOGO

## ♦Gate Information Display♦ Flight Summary and Standby Passenger Information

What should we title the screen which displays passenger standby information? FlightFacts? FlightSnapshot? Standby Passenger Information?

Segregated Standby List by Category Using Names	
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Screen Type / Notes

Script

<i>FlightFacts</i>
Upgrade List:

Upgrades

Should we use bullets or numbers or something when listing jackets?  
Should we use asterisks to fill in the rest of the last name?  
What about 2 or 3 letter last names?  
Should we show SkyMiles status?

6. S7

(Names listed by first four letters of last name / first initial)

- Stan \*\*\*/G \*Platinum Medallion\*
- Vohr \*\*\*/S \*Platinum Medallion\*
- Harr \*\*\*/T \*Gold Medallion\*
- Butt \*\*\*/J \*Gold Medallion\*
- Stew \*\*\*/P \*Gold Medallion\*
- Bord \*\*\*/X \*Silver Medallion\*
- Hore \*\*\*/M \*Member\*

Please listen for your name to be called.

<i>FlightFacts</i>
Standby List

Standby for Flight

What should be done with parties of 2 or more?  
Shall we show these all on one line similar to a PNR or in a list?  
Will non-news look different? Should they go on a separate list?

(Names listed by first four letters of last name / first initial)

- Smith\* J
- John\* S
- John\*\*\* T
- 2-Hatt\*\*\*\*\* G/M
- Mort \*\*\*/C
- Mort \*\*\*/K
- Mort \*\*\*/T/O
- Mort \*\*\*/T/I

Please listen for your name to be called.

FlightFacts

**Customers Awaiting Seat Assignment**

(Names listed by first four letters of last name / first initial)

- Jess\*\*L
- Mitt\*\*\*\*\*F
- Schw\*\*\*\*\*A
- Kenn\*\*\*T
- Ng/K
- Lu/N

*We will assign your seat as soon as possible. We apologize for the wait.*

**Confirmed Without Seat**

Are we shooting ourselves in the foot with this one?  
Wouldn't the panic level go up as this list gets longer?

## Flight Summary Information

Determine which flight information will result in more questions for the agent.  
 Include those in "checked-in" category only?  
 What do we say about broken seats? Just deduct one from the capacity?

(2)

Flight Facts		
Information About Flight 1234 to Charlotte, NC		
Flight 1234	7:20 AM	
Arrives From	Atlanta, GA	
Airline	Delta Air Lines	
Capacity	350	
Aircraft Capacity	24 First 157 Coach	
Seats Checked-In	24 First 149 Coach	
Unclaimed Reserved Seats	0 First 0 Coach	
Unassigned Seats	0 First 2 Coach	
Possible Misconnecting Passengers to This Flight	2 First 4 Coach	
Requesting Vouchers	Count: 4 Amount: \$170 Vouchers: 0 Signature: P	
Passenger Count	18	43

Passenger 1: He's got 2 seats left! Why doesn't he assign them?

Passenger 2: I can't remember where I am on the standby list! Let's see—6 plus 2 plus maybe 4—that's maybe 10 seats left. Now I've gotta wait for the standby screen to come back again.

Passenger 3: There's 2 first class people that may not make it. Should I wait, or go on and find a place for my oversize-carry-on?  
 Non-Rev 1: I hope some of these standbys get discouraged and left. I should use a S-2! It'll go ask if I can change my priority—maybe it'll help.

## Gate Information Display Meeting Notes

**Attendees:** Chip Houck, Jeff Bertram, Rob Maruster, Harry Bosma, Franklin McDuffie, Danielle Giglio, Hayley Waters, John Gayton

**Notes:**

**6/16/99**

The initial/prototype rollout of GIDS was discussed:

- It is understood that the initial rollout will occur in ATL on T-Concourse.
- This prototype will be at one gate and will be 'partially' integrated with Cornerstone.

Purchase of plasma devices before the end of FY99:

- Which device do we purchase? The 42 inch, the 50 inch (resolution/cost, etc) Jeff, John, Chip, Harry, Rob
- What's the Architecture? How many devices per workstation? Chip, Harry, John

Cutting the Purchase Order - John

***Prototype options:***

- Boarding Management \*
- Aircraft Type \*
- Seating Configuration \*
- Reason for Delay
- Boarding Process/Procedure/Schedule \*
- Equipment Changes
- Gate Changes
- Push different types of data to different devices within the same gatehouse \*
- Arrival Time
- Carry-on Policy
- Flight Status
- Stand-by Information
- Freeform Text \*

- Flight Data (Idlemode)
- Weather
- Airport Maps

\*Denotes viable candidates for the prototype.

#### *Project Organization*

The following is a first and incomplete cut at how this effort could be organized.

- ⇒ UI Integration - Update Cornerstone to be able to manipulate the GIDS devices in it's gatehouse
- ⇒ Cornerstone Loop/Idlemode Loop - What needs to be included and how to distribute it to the different plasma devices.
- ⇒ Physical Integration/Installation/Deployment
- ⇒ Presentation
- ⇒ Content

The next meeting is scheduled for 6/22 in 5 South at 9:30. We will conclude the project organization and assign resources/resource types to the various teams. This will include resources from areas that will not be in the meeting (Field Services/Deployment/Engineering).

General Boarding Procedures:

Old: Delta flights are boarded  
New: Delta flights board  
Suggestion: The boarding sequence for this flight will be  
(Makes the subject of the sentence the content of the display.  
Answers the question: "What is the boarding sequence?")

Cancellation Policies:

Old: Please be on board the aircraft 10 minutes before departure.  
New: Please board the aircraft 10 minutes before departure  
\*\*\* New version changes the Meaning.  
If the flight departs at 12:00, we want the passenger in his seat at 11:50.  
If he "boards at 11:50" he won't be in his seat until 11:56, which is too late.  
Suggest: original, or ... "no later than" ... for clarity.

Old: To avoid cancellation of seats  
New: Avoid cancelled seats  
Suggest: You must check in by 7:25 to retain your seat assignment...  
Seat assignments will be canceled at 11:40 unless you... ?  
Delta cancels seat assignments if you don't... ?

Clarification:

"Exceptions" are program instructions, not for display.  
IE: if the flight goes to Canada, we display "30 minutes" instead of 20,  
We don't actually display all the exception text.

Baggage:

Old: Not sure / Refer to  
New: Not sure / Use  
Suggest: Leading with our chin:  
Use the SizeWize container, or ask a Delta agent,  
... if you are not certain.  
... to be sure your bag will fit.

Volunteer Request:

Old: Certain travel related services  
New: Certain travel related services  
Suggest: ~~Certain travel related services~~  
(unless the law requires us to say this)

Old: a Delta Dollars voucher in the amount of ...  
New: a Delta Dollars voucher for ...  
Suggest: \$300 *Delta Dollars*...

Old: May be used toward the purchase of ... for a year  
New: Good toward ... for a year  
Suggest: ... which can be used to purchase tickets or services until August 2001.

HK Information:

Old: working to assign ... as soon as possible

New: working to assign ... now

\*\*\* New version doesn't change the meaning, but changes the flavor.

What the agent is actually "doing" is WAITING until we can release RS seats.

Suggest: We (Delta / The Agent) will provide seating as soon as possible?

Equipment change:

Old: Ensure...

New: Check...

(These are verbs.)

Suggest: Does your Boarding card say "EQP" beside the seat?

If not, please ask the agent for a new one.

Can we use a picture?

Your boarding card should look like THIS,  
with a big red circle around the EQP?

Delay:

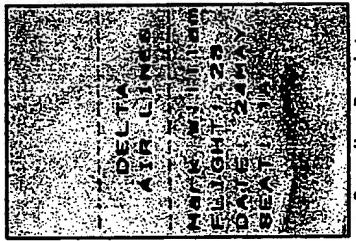
Old: Due to air traffic control delays

New: Due to air traffic control

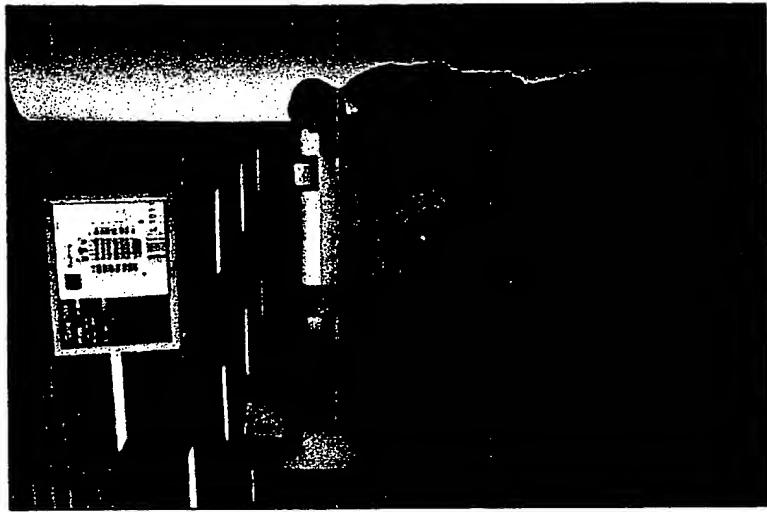
Suggest: By the FAA

(The ATC is an entity, not like Weather).

# Enhanced Standby Boarding in Jacksonville



## Customer Guide



### THE STANDBY PROCESS

If you are standing by for a different flight or an upgrade we will use the screen to notify you when to see the agent at the boarding door.

To protect the privacy of our customers, only the first 3 letters of the *last name* and the first initial of the *first name* will be displayed on the screen. For example, Mark William would appear as Wil / M.

Gate T08	
Delta Air Lines	
Cleared Standbys	
Seats are now available for the following customers:	
Flight 1200 Arrives from St. Petersburg, FL	Seat 9:35a
Flight 1200 Departs To: New York-LGA	Seat 9:30a
2BAL/J BLA/P DUN/N MCC/M	
Please see Boarding agent	

Cleared Standbys Screen

Once your name appears on the *Cleared Standbys* or *Cleared Upgrades* screen, proceed to the agent positioned at the gate reader next to the boarding door. Present your old boarding card and you will be given a boarding receipt with your new seat assignment.

You are now ready to board!



## NEW IDEAS

### THE STANDBY AND UPGRADE LISTS

Delta is always looking for new ways to make your airport experience more pleasant. We are currently testing a different way of boarding standby customers in Jacksonville and have developed this brochure to introduce it to you.

#### WHAT IS IT?

Delta has recently developed an innovative Gate Information Display System to provide important, up-to-the-minute flight information in the gate area.

Large flat screens installed at each gate in Jacksonville continuously display useful information concerning your flight including meal service, flight time, boarding times and weather conditions at the destination city. These screens are also used during the boarding process to alert you when it is time to board.

(Note: Due to our testing schedule, this feature may not be available for your flight.)

Our customers have told us that they want to see as much information about their flight as possible, including standby lists.

You will see two separate list screens at the gate. The **Upgrade List** displays the names of customers desiring to upgrade to first class. The **Standby List** displays the names of customers confirmed on another flight desiring a seat on this flight.

To protect your privacy, only the first 3 letters of your last name and the first initial of your first name will be displayed on the screen. For example, Mark William would appear as Wil / M.

Please keep in mind that a customer's place on the standby or upgrade list may change because of these factors.

Gate T03			
Flight	Arrives At	Departs To	Seat Summary
1616	New York-LGA		
11:30a			
			First: 24 Coach: 131 Checked In: 2 Received Seats: 0 Seats Available: 7
			<i>Standby List</i> <i>List ordered by priority</i>
			
			1 BRA/W 14 NAV/S 24 AB/R/T 2 CREAM 16 3SM/W/A 26 FER/M 3 BRE/J 18 DER/B 26 SAN/M 4 2MAR/R 19 WES/C 27 JAB/J 5 3HOU/C 20 YER/N 28 JSTE/C 6 BRU/G 21 TRO/B 31 2SHO/T 7 10 NAV/S 22 JAN/R 33 SH/B 8 11 3SM/W/A 23 DEA/D 34 FA/I/A

Standby List Screen

### THE SEAT SUMMARY

The seat summary is shown directly below the standby / upgrade information. It indicates the number of checked-in customers and seats still reserved for the flight. This information is useful in ascertaining your chances for being cleared for a seat on the flight or an upgrade.

Gate T03			
Flight	Arrives At	Departs To	Seat Summary
1200	New York-LGA		
8:35a			
			First: 24 Coach: 131 Checked In: 2 Received Seats: 0 Seats Available: 7
			<i>Upgrade List</i> <i>List ordered by priority</i>
			
			1 LOD/C 2 22EL/S 2 COL/S 4 SOL/P 5 HOU/B 6 MAR/S 7 MAR/S

Upgrade List Screen

⇒

Many factors determine a customer's place on the standby and upgrade lists. Platinum, Gold and Silver SkyMiles members are given special consideration due to their Medallion status. The type of ticket a customer is holding and situational factors (such as earlier flight delays or cancellations) may also determine where a person appears on the standby list.

Gate T6			
Flight	Arrives At	Departs	Current Conditions in:
788	Los Angeles, CA	4:25p	Miami, FL
			temp: 60° lo: 55° hi: 65° Party Cloudy hi: 65°
			Thu Fri Sat Sun Partly Cloudy Partly Cloudy Partly Cloudy Partly Cloudy hi: 54° lo: 51° hi: 60° hi: 58° hi: 62° hi: 63° hi: 65° hi: 65°
			

Screen With Weather and Flight Information

We are now using these screens to display standby lists and names of customers who have been cleared from the standby and upgrade lists.

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